

MEMORANDUM

February 9, 2009

TO: All Concerned
FROM: Kellie Reed, Tourism Division
SUBJECT: 2010 & 2011 Idaho Conference on Recreation and Tourism

We are seeking bids from interested communities to host the Idaho Conference on Recreation and Tourism for 2010 and 2011. You may bid on either year, but would be chosen only once. An annual event, the conference is the major statewide travel informational and educational forum for the Idaho recreation and tourism industry. Conference participants include representatives from accommodations, restaurant/beverage, arts & cultural organizations, attractions, community groups, and government agencies involved in recreation and tourism programming. Conference dates have tentatively been established for the first week of May. Alternate dates can be proposed. Attached is a list of conference locations over the past several years. Preference is given to viable bids in geographically opposite locations.

Idaho Travel Council Meeting (Tuesday) – The Idaho Travel Council meets on Tuesday prior to the conference. This meeting is the annual ITC Grant presentation meeting and requires a meeting room large enough to accommodate U-shape seating for 12 and theater seating for 50-60 people. Catering needs include continental breakfast, coffee/break service, and lunch.

Minimum requirements include:

1. Lodging

Monday	approximately 25 rooms
Tuesday	approximately 150 rooms
Wednesday	approximately 150 rooms
Thursday	approximately 75 rooms

A statement of your rates for 2010 or 2011, complimentary lodging policy, and any additional lodging incentives for participants who may choose to come early or stay late must be included in your bid. Because of the time of year and nature of the industry, we will require a hold on all blocked rooms until 14 days prior to the start of the convention.

2. Food/Beverage Functions

- Tuesday Cocktail party reception for 200 people
- Wednesday Lunch for 250 people
Dinner for 250 people
- Thursday Buffet Breakfast for 200 people
Awards Lunch for 300 people
Tentative Evening function with Idaho Lodging & Restaurant Association.
- Friday Coffee service for workshops

The rooms used for meals should be separate from those used for meetings. Any unique meal suggestions would be appreciated, along with prices. We may also need to hold morning and afternoon breaks on Wednesday and Thursday.

3. Meeting Rooms – Wednesday, Thursday and Friday

One large meeting room capable of holding 300 people, set theater style with head table, podium, and audio-visual equipment is required for Wednesday and Thursday.

An appropriate space for a minimum of 30 booths in a tabletop trade show format will also be necessary.

Up to four breakout rooms will be needed Wednesday, Thursday and Friday, each capable of holding 30-75 people theater style.

4. Convention Sponsorship

The successful bidder for 2010 or 2011 will have the opportunity to co-sponsor the Governor's Awards Luncheon at the prior year's conference, as a way to promote and market attendance at the following year's event. A \$1,000 sponsorship for this event is required. A statement regarding your willingness to provide such a sponsorship (if the successful bidder) would be appreciated.

5. Recreation

A golf tournament may be organized on Thursday afternoon. Information on area golf courses, with contact name, address, phone, fax, and pricing information should be enclosed. Any special offers or pricing should be noted.

6. Community Attractions

Community attractions may be included and featured in the conference program. Please provide any information about unique events or attractions that you feel would enhance the conference program.

Please submit **2 copies** of your proposal **no later than 5:00 p.m. March 16, 2009.**

Please submit your bid to:

Idaho Department of Commerce
Division of Tourism Development
Attn: Kellie Reed
700 W. State Street, 2nd Floor
PO Box 83720
Boise ID 83720-0093

If you have questions, please call Kellie Reed at 208-334-2470 or e-mail at kellie.reed@tourism.idaho.gov.

Bid Evaluation Criterion:

I. Attractiveness

The ability of the location to draw the largest number of participants possible.

II. Site

The ability of the conference site to accommodate lodging, banquet, and social functions in a centralized location.

III. Cost

The overall costs (lodging and catering will be taken into consideration).

IV. Convenience of Access

Consideration will be given to participant's ability to drive and fly into the conference site.

V. Sponsorship

Applications committing to convention sponsorships as outlined in Section 4. will receive greater consideration.

Here is a list of past locations for the Governor's Conference. While we do not specify any specific rotation of the conference, we do try to move it around the state.

Sun Valley Lodge	2009
Pocatello, Red Lion	2008
Worley, Coeur d'Alene Resort/Casino	2007
Lewiston, Red Lion	2006
Idaho Falls, Shilo Inn	2005
Twin Falls, College of So. Idaho	2004
Coeur d'Alene, Coeur d'Alene Resort	2003
Nampa, Nampa Civic Center	2002
Lewiston, Red Lion Hotel	2001
Sun Valley, Sun Valley Lodge	2000
Coeur d'Alene, Coeur d'Alene Inn	1999
Boise, The Grove Hotel	1998
Pocatello, Pocatello Park Hotel	1997
Burley, Best Western Burley Inn	1996
Post Falls, Templin's Resort	1995